

**11.L.1.1** Students are able to **analyze** the relationship of diction, tone, and syntax to purpose.

**Verbs Defined:**

- analyze—examine

**Key Terms Defined:**

- relationship—connection
- diction—word choice
- tone—writer’s attitude
- syntax—the way words are used together

**Teacher Speak:**

The student can analyze (examine) the relationship (connection) of diction (word choice), tone (writer’s attitude), and syntax (the way words are used together) to purpose.

**Student Speak:**

I can evaluate (analyze) the connection (relationship) of word choice (diction), writer’s attitude (tone), and the way words are used together (syntax) to purpose.

**11.L.2.1** Students are able to **compare** strategies **used** by the media to inform, persuade, entertain, and **transmit** culture.

**Verbs Defined:**

- compare—evaluate
- transmit—spread

**Key Terms Defined:**

- strategies—methods
- media— communication designed for large audiences
- culture—way of life for a certain group of people

**Teacher Speak:**

The student can compare (evaluate) strategies (methods) used by the media (communication designed for large audiences) to inform, persuade, entertain, and transmit (spread) culture (a way of life for a certain group of people).

**Student Speak:**

I can evaluate (compare) methods (strategies) used by the communication designed for large audiences (media)

- television
- radio
- newspapers
- magazines
- films
- billboards

to inform, persuade, entertain, and spread (transmit) a way of life for a certain group of people (culture).

**11.L.2.2** Students are able to **distinguish between** various forms of logical and critical thinking used in persuasion/debate.

**Verbs Defined:**

- distinguish between—recognize

**Key Terms Defined:**

- forms of logical and critical thinking—logical appeals, emotional appeals, and personal appeals

**Teacher Speak:**

The student can distinguish between (recognize) various forms of logical and critical thinking (logical appeals, emotional appeals, and personal appeals) used in persuasion/debate.

**Student Speak:**

I can recognize (distinguish between) logical appeals, emotional appeals, and personal appeals (various forms of logical and critical thinking) used in persuasion/debate.